

The Future Fan: Evolution of Engagement

11:00 AM	Virtual Environment Opens
11:45 AM	Welcome & Opening Statements
11:50 AM- 12:15 PM	“Engaging The Next Generation of Sports Fans” Mark Beal Professor of Practice, Rutgers University School of Communication & Information
Track One: Lessons From the Bubble	
12:25 - 12:55 PM	Fireside Chat: “Lessons From Edmonton” Steve Mayer Chief Content Officer, NHL
1:05 - 1:40 PM	“Lessons From Orlando” Sara Zuckert Head of Next Gen Telecast, NBA Craig Barry Chief Content Officer, Turner Sports Nicole DeFord VP of Product Operations, Second Spectrum
Track Two: Spotlight on Gen Z	
1:50 - 2:10 PM	"How Gen Z Consumes Sports Today, Tomorrow and in the Future" Brian Verne CEO, WAVE.tv
2:20 - 2:55 PM	“Consuming Traditional Sports Non-Traditionally” Heidi Browning SVP & Chief Marketing Officer, NHL Chris Marinak Chief Operations & Strategy Officer, MLB Harish Sarma Director, Global Strategic Partnerships, Americas and Oceania, TikTok
2:55 - 3:20 PM	Networking Break
3:20 - 3:30 PM	"The Next Evolution of Fan Engagement", Powered by Loop Mike Canevaro SVP of Business Development, Loop Insights
Track Three: Adapting Content for the Modern Fan	
3:40 - 4:15 PM	"Universal Coverage for Max Engagement", Powered by LiveU Sports Janel Fleming Director, Sales and Sales Group Manager, LiveU Sports Alex Reinprecht Founder & Executive Producer, Zone Media Keith Farr Digital Transformation Executive, Live Production Tech
4:25 - 5:00 PM	"Snippets, Social Media and Social Consciousness in a Socially-Distanced World" Sumit Arora Senior Director, Strategy & Analytics, Maple Leaf Sports & Entertainment Bo Han Founder & CEO, Buzzer Christine Wixted Senior Partnerships Manager, Twitter
5:00 - 5:05 PM	Dan Kaufman Managing Director, SportTechie
5:05 - 6:00 PM	Networking Block